

**Appl. No.** : 09/852979  
**Filed** : May 8, 2001

### **REMARKS**

Claims 2-5 and 7-11 are pending. Claims 2-5 and 10 have been withdrawn as drawn to non-elected subject matter. The Examiner rejected Claims 6-9 and 11 as being anticipated by United States Patent No. 6,141,010 to Hoyle. Applicants traverse the rejection. The Applicants have not amended the claims herein.

#### Confirmation of Provisional Election

Applicants hereby confirm the election of Group II, Claims 11 and 7-9.

#### Response to Anticipation Rejection of Claims 6-9 and 11

Applicants submit that Hoyle does not teach “providing to the client a persistent interactive graphic object configured to establish an interactive, bi-directional connection between said client and a business contact.” The Examiner has cited two portions of Hoyle that allegedly teach the foregoing limitation. However, Applicants submit that each portion cited by the Examiner does not teach or suggest the claim limitation.

#### Column 5, lines 46-50

Column 5, lines 46-50 of Hoyle states that

[t]he program is also operable to select and display informational data (such as a banner advertisement) in the information display region. The informational data comprises a plurality of display objects with at least some of the display objects each having a data set associated therewith. The data sets each include one or more of the following data items:

The foregoing paragraph refers simply to banner advertisements or similar graphical “display objects.” A banner advertisement is not “configured to establish an interactive, bi-directional connection.”

Further, a banner advertisement is not “persistent” because it exists only within a host application (such as the Hoyle application or a web browser). A banner advertisement disappears when its host application terminates. In contrast, a “persistent interactive graphic object” continues to exist and function even when it is removed from its original context (such as, for example, a web browser).

Accordingly, Column 5, lines 46-50 of Hoyle does not teach the claim limitation.

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Column 7, lines 9-13

Column 7, lines 9-13 of Hoyle states that

ADM module 14 provides the basic management of the display and refreshing of advertising as well as the acquisition and reporting of computer usage information to an advertising and data management (ADM) server 22 via the Internet 20.

The foregoing paragraph describes a computer program module that decides which banner advertisements to display and collects and reports computer usage information. The management module, however, is not a "persistent interactive graphic object." Accordingly, Column 7, lines 9-13 do not teach the claim limitation.

Conclusion

In accordance with the foregoing, neither the banner advertisements of Hoyle nor the advertising and data management module of Hoyle teaches "a persistent interactive graphic object configured to establish an interactive, bi-directional connection between said client and a business contact." Therefore, Applicants submit that Claim 11 is patentable over Hoyle. Applicants further submit that Claims 7-9 are independently patentable over Hoyle based on the limitations that each of those dependent claims adds.

Accordingly, Applicants respectfully request that the Examiner withdraw the anticipation rejection and allow Claims 7-9 and 11.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,

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